

68-2445  
DD/S 68-2605

May 14, 1968

Mr. Richard Helms, Director  
Central Intelligence Agency  
Washington, D. C. 20505

Dear Dick:

The great success of the National Civil Service League's 14th Career Service Awards program prompts me to suggest how we of the League might make a further contribution to public service by aiding the recruitment efforts of the CIA.

Briefly, our idea is that we may be able to help your recruiting program by contracting to prepare a special citizens' perspective recruiting document based on the career "success stories" of all your employees who have won our Award. We would tell their stories in a colorful style, include the enclosed message from President Johnson, and present a message from you on specific career opportunities in the CIA.

We published the enclosed "Profiles in Quality" to honor this year's Awardees and the quality careers in their agencies, to promote the prestige of public service, and, most importantly, to interest able young people in seeking government careers. Like previous editions, it was a total success -- already 25,000 copies have been ordered by Federal agencies and are being distributed as special recruiting material.

This is being done because the agencies see it as a valuable citizens' statement on career opportunities. They see it as having more impact on young people than could be achieved by using only an agency's own recruiting material. For example, young people are likely to respond to the editorial on the inside front cover and the ad on the inside back cover more readily than they would if these same messages were prepared by a governmental unit.

If you will glance at the listing of previous recipients on page 11, you will note that there have been five winners in the CIA.

We hope you agree that publication of a document such as we propose would be a real public service. May I hear from you soon?

Sincerely,

IS/Jean

**THE WHITE HOUSE  
WASHINGTON**

**April 25, 1968**

**TO THE RECIPIENTS OF THE  
NATIONAL CIVIL SERVICE LEAGUE  
CAREER SERVICE AWARDS**

**I take pride in joining with the National Civil Service League in honoring ten Federal career officials who have been singled out for their outstanding accomplishments in the public interest.**

**From my personal experience in Congress and the Presidency, I am aware that legislation remains a promise until men such as these translate those mandates into action.**

**I am confident the civil servants of the United States will now, and in the future, meet whatever challenges and tests are placed before them by the requirements of national policy.**



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Approved For Release 2003/04/29 : CIA-RDP84-00780R002300180014-5

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